

Message Text

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ACTION COME-00

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TAGS: BEXP, JM

SUBJECT: COMMERCIAL OFFICERS CONFERENCE -LATIN AMERICA
SAN JUAN, SEPTEMBER 17-19, 1975

REF STATE 187328

ATTN JOHN SIMMONS, EB/CSB/OCA AND DAVID KATZ,
OK/OIM/BIC

1. POST EXPECTS THAT CAROLYN KINGSLEY, CURRENTLY ON HOME
LEAVE, WILL ATTEND CONFERENCE IN SAN JUAN

2. RE PARA 6A REFTTEL, POST NOMINATES MRS. CARMEN C. LEWARS,
COMMERCIAL SPECIALIST JUST PROMOTED IN AUGUST 1975
METICULOUS, THOROUGH, AND IMAGINATIVE, MRS. LEWARS HAS DONE
EIGHT MARKET RESEARCH STUDIES OVER THE PAST 4 YEARS WHICH
COVERED DIVERSE INDUSTRIES SUCHAS FURNITURE, INDUSTRIAL
SECURITY EQUIPMENT, PRINTING/GRAPHIC ARTS EQUIPMENT,
AND HEALTH CARE INDUSTRIES EQUIPMENT/INSTRUMENTATION.
ALL HER SURVEYS PROVIDE CLEAR DESCRIPTIONS OF THE LOCAL
MARKET, NEW SALES OPPORTUNITIES, COMPETITIVE CONDITIONS
AFFECTING U.S. SALES, AND PARTICULARLY IMPORTANT, COMMENT
ON AREAS WHERE U.S. EXPORTERS COULD IMPROVE PERFORMANCE
TO INCREASE THEIR MARKET SHARE IN JAMAICA. POST FEELS THAT
MRS. LEWARS WILL CONTRIBUTE TIMELY INPUT INTO PANEL "C" ON
MARKET RESEARCH. AWARE OF USDOC' EMPHASIS ON TRADE
EXPANSION, SHE HAS GENERATED NUMEROUS TRADE OPPORTUNITIES
INCLUDING 12 TOS DURING HER HEALTH CARE STUDY ALONE

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3. DUTIES: COMMERCIAL REPORTING INCLUDING MARKET

RESEARCH STUDIES, DESCRIPTION OF SIGNIFICANT COMMERCIAL
EVENTS AND FULFILLING CERP REQUIREMENTS. SHE ALSO
SUBMITS INVESTMENT OPPORTUNITIES, WTDRS AND TRADE

OPPORTUNITIES AND ANSWERS COMMERCIAL INQUIRIES

4. MRS. LEWARS SUCCESSFULLY COMPLETED THE OCTOBER 1972
COMMERCIAL SPECIALIST TRAINING PROGRAM HELD IN SAN JOSE,
COSTA RICA. IN ADDITION, SHE FINISHED THE USDOC FSL
COMMERCIAL SPECIALISTS CORRESPONDENCE COURSE IN DECEMBER
1971 WITH ONE OF THE HIGHEST SCORES EVER AWARDED FOR A USDOC
COMMERCIAL SPECIALIST CORRESPONDENCE COURSE. GERARD

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